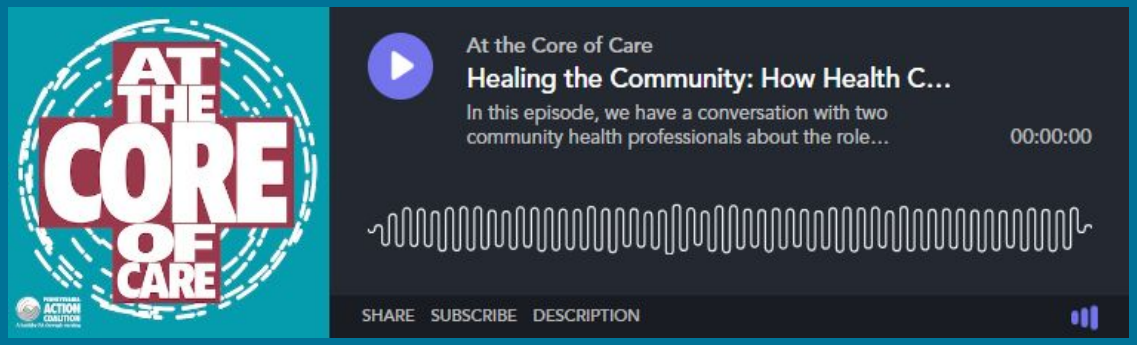
Successful Steps for Holistic Integration of Mental & Behavioral Health in Primary Care

Session 2: Leadership and Successful Implementation - November, 9, 2023

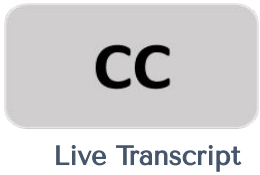


HEALTH CENTER RESOURCE CLEARINGHOUSE

Housekeeping

1 Captions

To adjust or remove captions, click the "Live Transcript" button at the bottom of your Zoom window and select "Hide Subtitle" or "Show Subtitle."



Live Transcript

2 Questions

Please add your questions for the speaker and comments for the group into the Chat box.

Chat

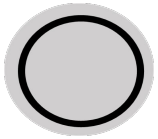
3 Technical Issues

Please raise your hand to let us know or message us in the chat.

Raise Hand

4 Recording

This session will be recorded and available to view on Vimeo


Recording

NNCC CE Disclosures

Accreditation Statement: The National Nurse-Led Care Consortium is accredited as a provider of nursing continuing professional development by the American Nurses Credentialing Center's Commission on Accreditation.

Success Completion Requirements: Nurses completing the entire activity and the evaluation tool may be awarded a maximum of **1.0 contact hours** of nursing continuing professional development (NCPD). **To obtain nursing continuing professional development contact hours, you must participate in the entire activity, participate in audience polling and/or Q&A sessions, and complete the evaluation.**

Relevant Financial Relationships: It is the policy of the National Nurse-Led Care Consortium to require nursing continuing professional development program faculty and planning committee members to disclose any financial relationship with companies providing funding or manufacturers of any commercial products discussed in the educational activity. The program faculty and the planning committee members report they do not have financial relationships with any manufacturer of any commercial products discussed in the activity.

The National Nurse-Led Care Consortium (NNCC) is a nonprofit public health organization working to strengthen community health through quality, compassionate, and collaborative nurse-led care.

We do this through

- **-training and technical assistance**
- **-public health programming**
- **-consultation**
- **-direct care**

https://nurseledcare.phmc.org/

NNCC NTTAP Team

Jillian Bird
Director of Training and Technical Assistance

Matt Beierschmitt
Senior Program Manager

Fatima Smith
Program Manager

Junie Mertus
Program Intern

Introduction/Welcome
- 5 minutes

Didactic
- 30-40 minutes

Questions & Wrap-Up
- 10-15 Minutes

Today’s Agenda

Meet our speaker:

Dr. Eboni Winford, Ph.D, MPH

Director of Research and Health Equity
Cherokee Health Systems
Knoxville, TN

Cherokee HEALTH SYSTEMS

NATIONAL NURSE-LED CARE CONSORTIUM
a PHMC affiliate

A Successful Leader Today: The Importance of Leadership in Integrated Care Implementation

Eboni Winford, PhD,MPH
Director of Research and Health Equity
Clinical Director--National Consultation and Training Program
November 9, 2023

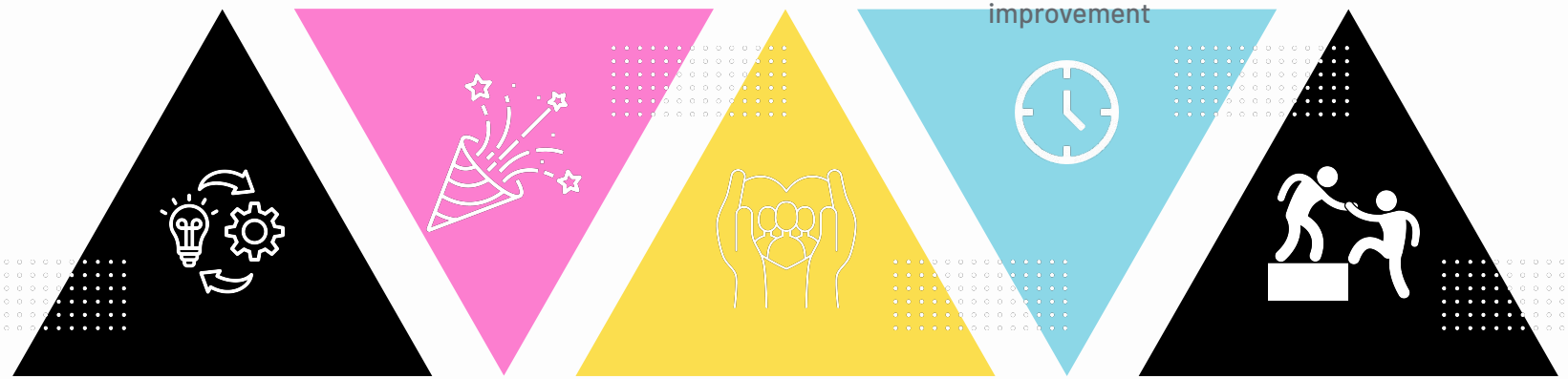
HOW DO LEADERS DEMONSTRATE ACTIVE SUPPORT?

EXCITE

Host kick-off event(s) where key leaders "brag" about integrated care. Speak positively

TIME

Dedicate time to routinely check in with implementation team. Supportive iterative quality improvement



EVALUATE

Determine whether your organization is ready for this level of change

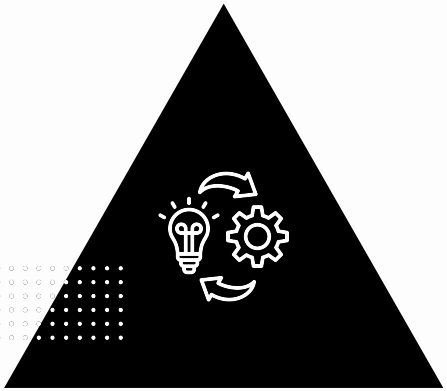
EMPOWER

Handpick interdisciplinary team. Develop workforce while empowering team members to implement rapid change. Give designated authority.

SUPPORT

Communicate enthusiasm and expectations of leaders at all levels. Share positive stories

HOW DO LEADERS DEMONSTRATE ACTIVE SUPPORT?



EVALUATE

Determine whether your organization is ready for this level of change

S.W.O.T ANALYSIS

S

Strengths

Internal to the team/organization

W

Weaknesses

Internal to the team/organization

O

Opportunities

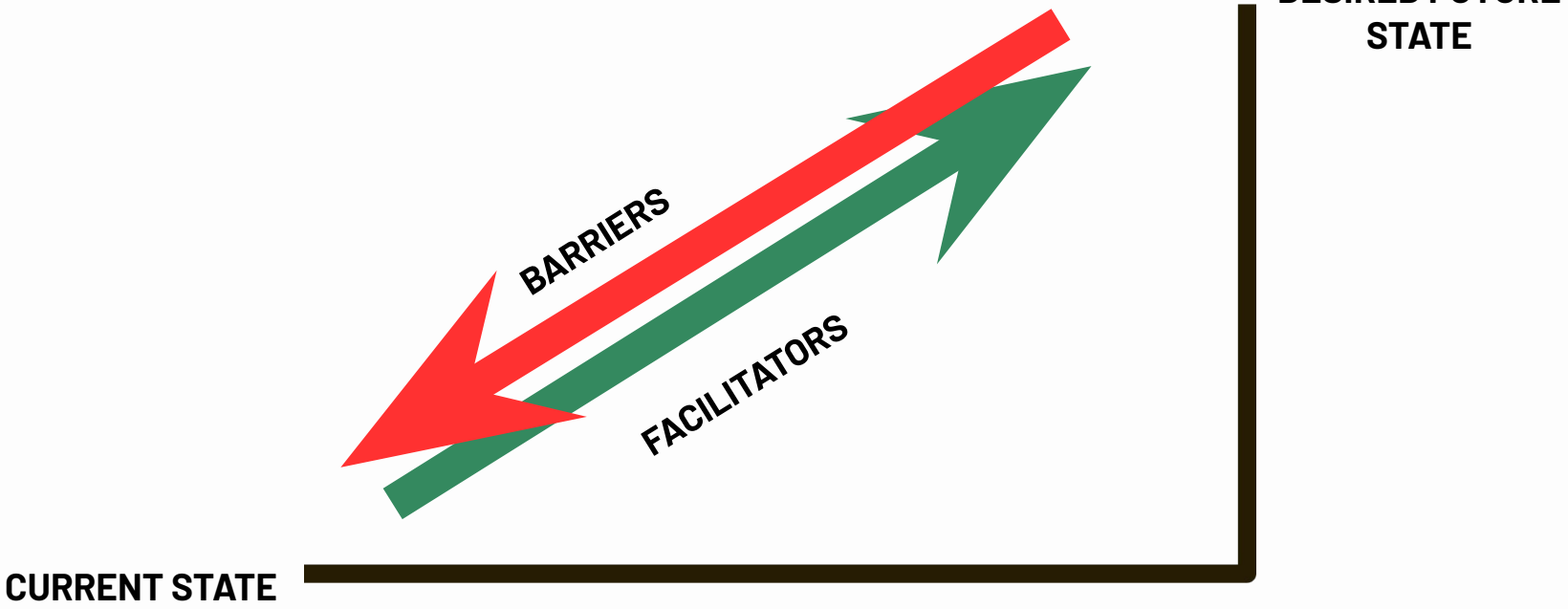
External to the team/organization

T

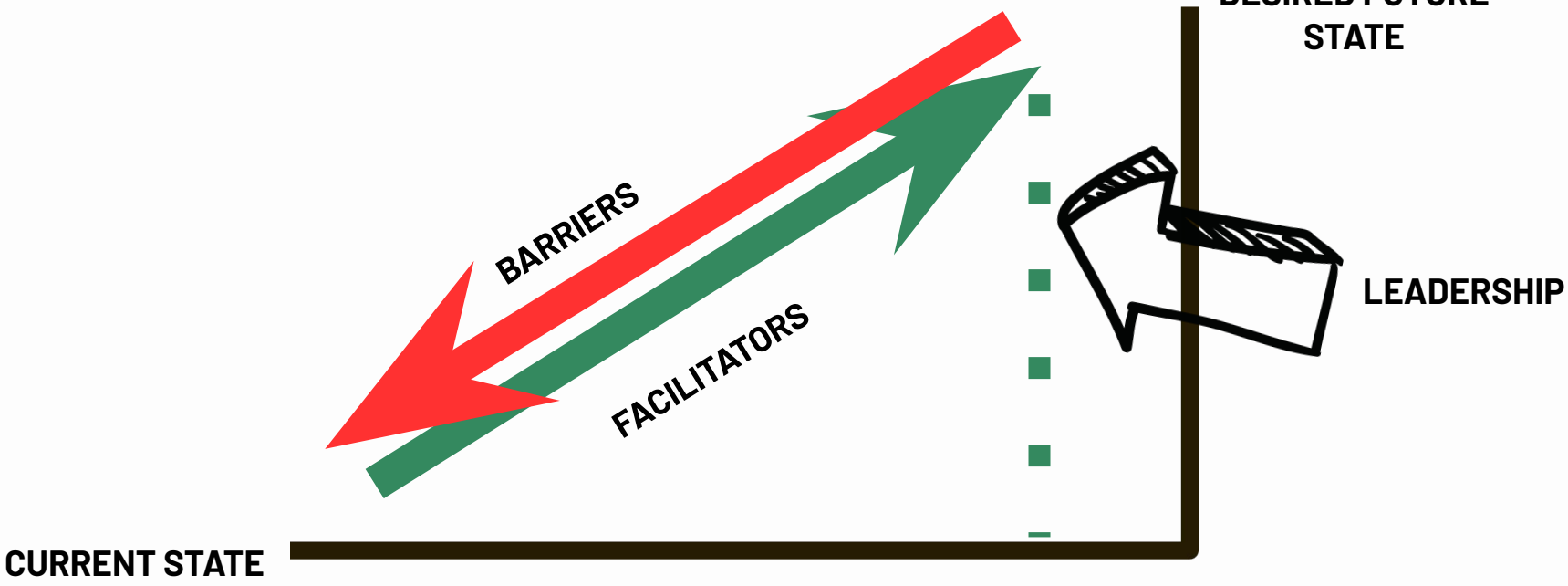
Threats

External to the team/organization

STRATEGIC PLANNING



STRATEGIC PLANNING



HOW DO LEADERS DEMONSTRATE ACTIVE SUPPORT?

EXCITE

Host kick-off event(s) where key leaders “brag” about integrated care. Speak positively

WHO SHOULD ATTEND A KICK-OFF EVENT?

C-SUITE

BILLING & CODING

CLINIC OPERATIONS MANAGER

IT

NURSE CHAMPION

PRIMARY CARE PROVIDER CHAMPION

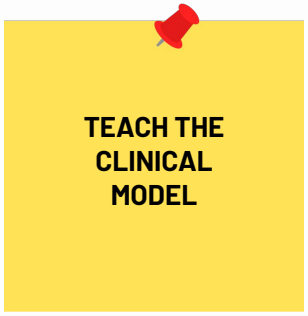
BEHAVIORAL HEALTH

PHARMACY

FRONT OFFICE CHAMPION

WHO ELSE?

WHAT SHOULD YOU DO AT A KICK-OFF EVENT?



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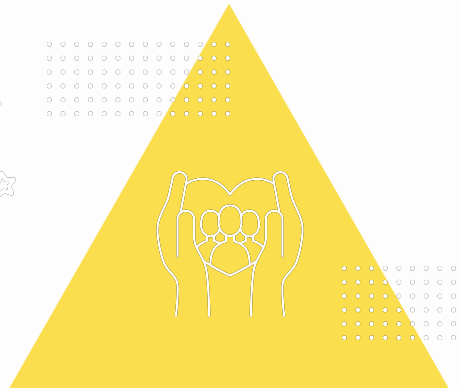

EMPOWER

Handpick interdisciplinary team. Develop workforce while empowering team members to implement rapid change. Give designated authority.

LEADERSHIP AT EVERY LEVEL

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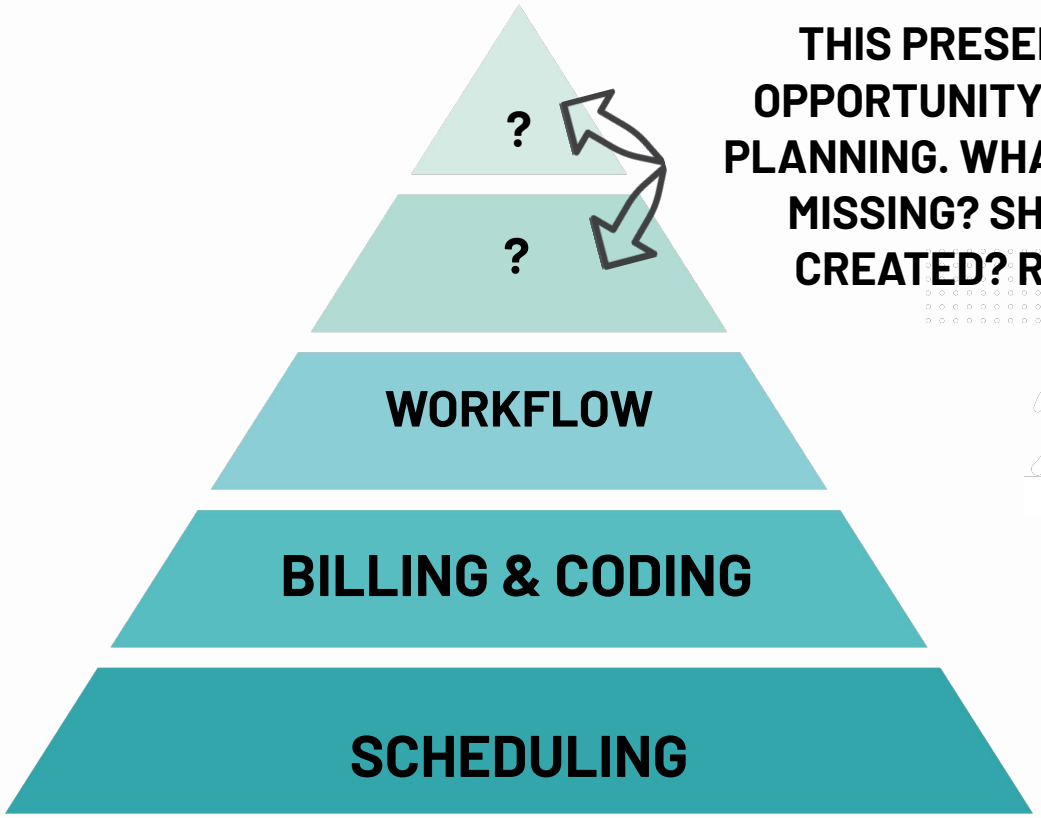
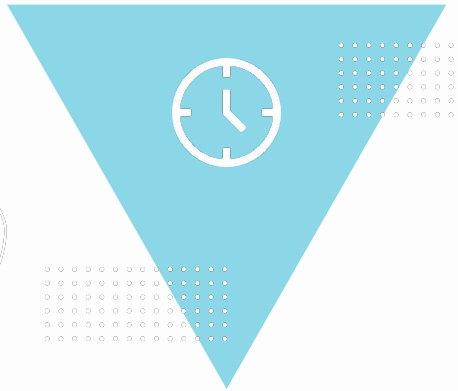


THIS PRESENTS ANOTHER OPPORTUNITY FOR STRATEGIC PLANNING. WHAT POSITIONS ARE MISSING? SHOULD THEY BE CREATED? REORGANIZED?

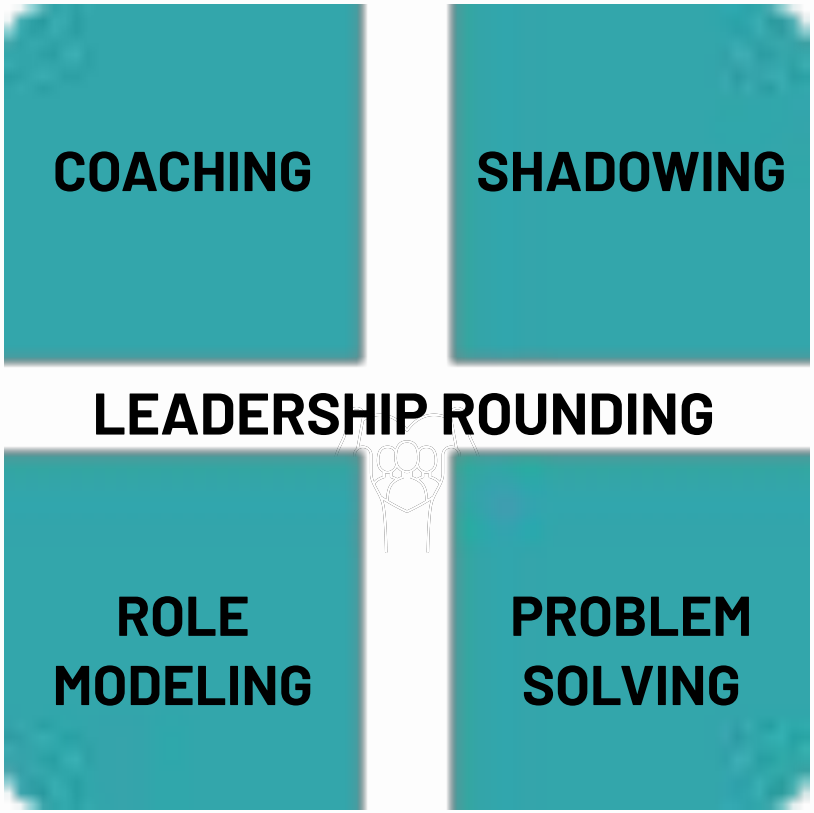
HOW DO LEADERS DEMONSTRATE ACTIVE SUPPORT?

TIME

Dedicate time to routinely check in with implementation team. Supportive iterative quality improvement



GIVE, CREATE, TAKE TIME



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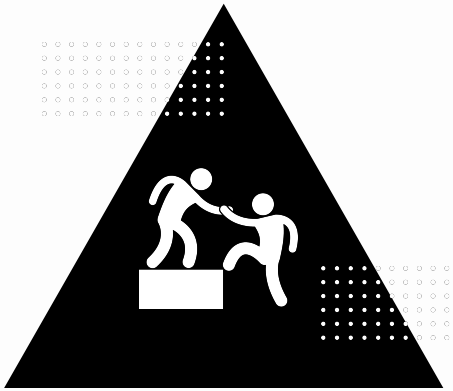
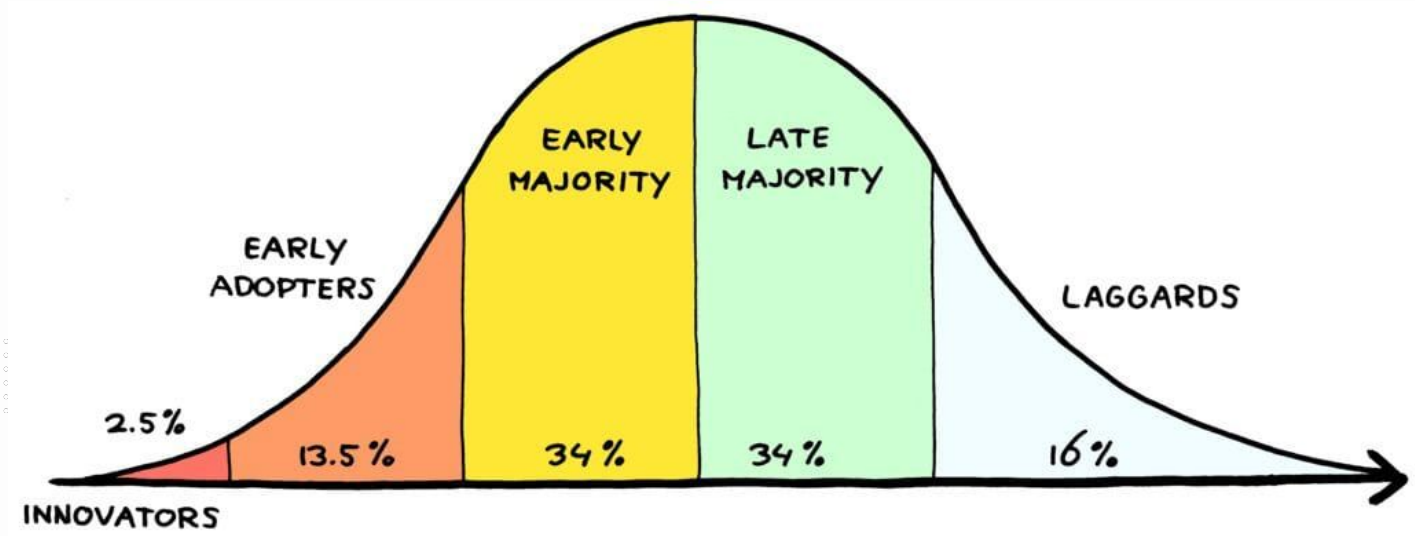


SUPPORT

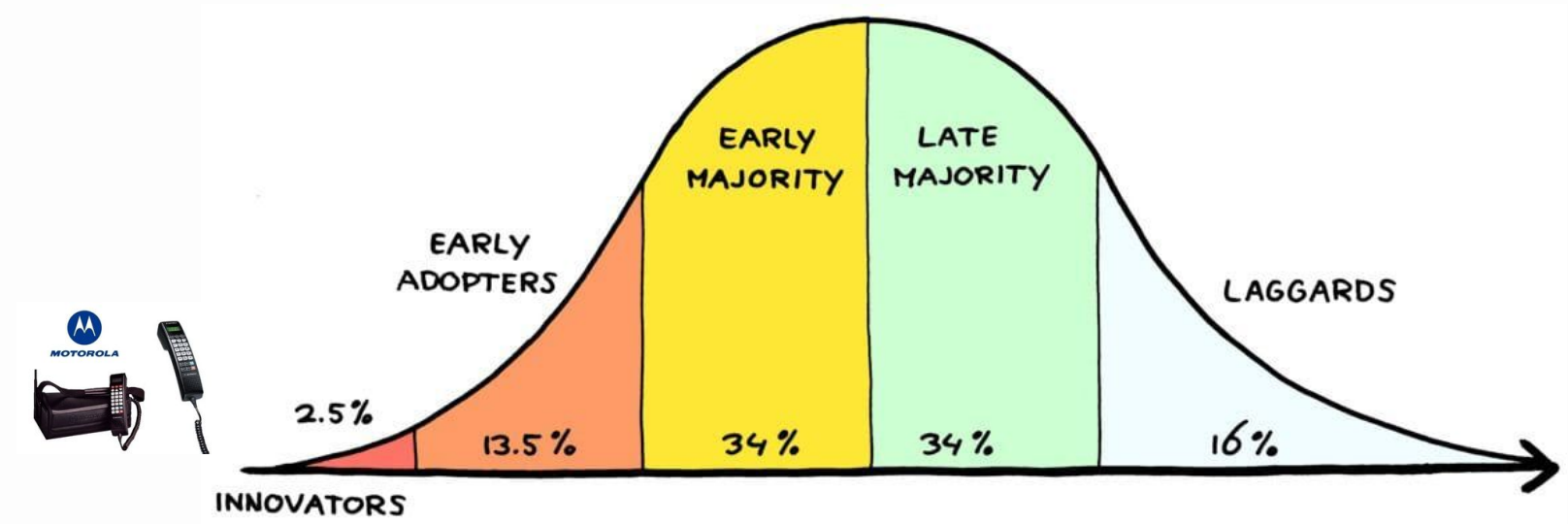
Communicate enthusiasm and expectations of leaders at all levels. Share positive stories

COMMUNICATE AND SET REALISTIC EXPECTATIONS



ROGERS' INNOVATION ADOPTION CURVE

COMMUNICATE AND SET REALISTIC EXPECTATIONS



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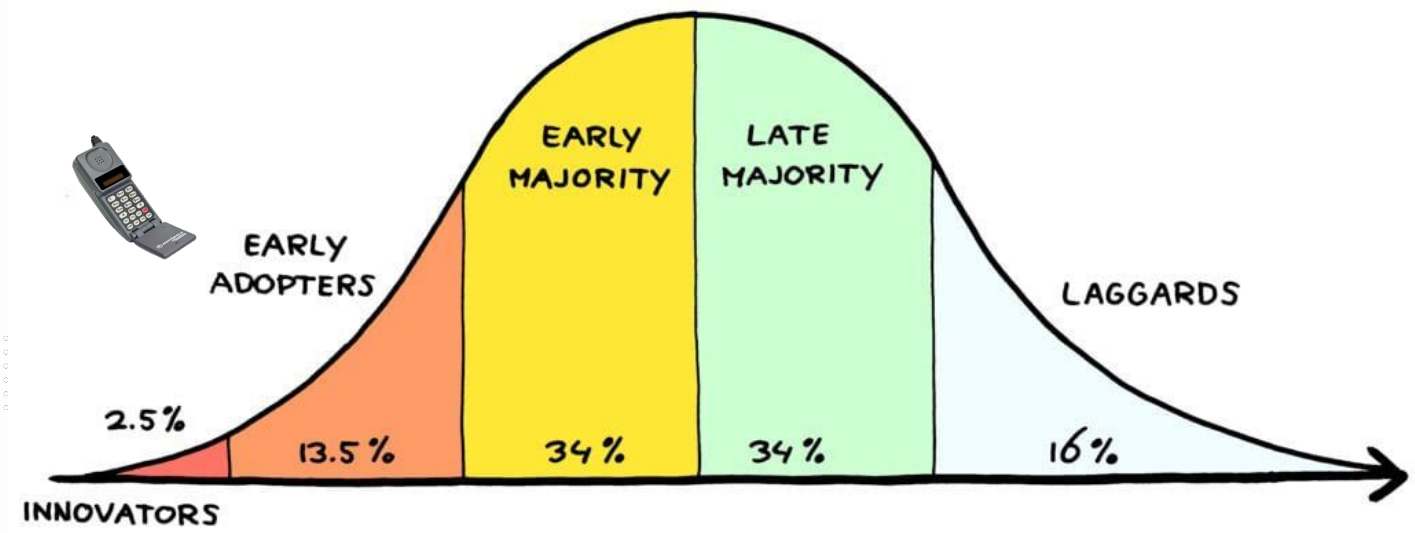

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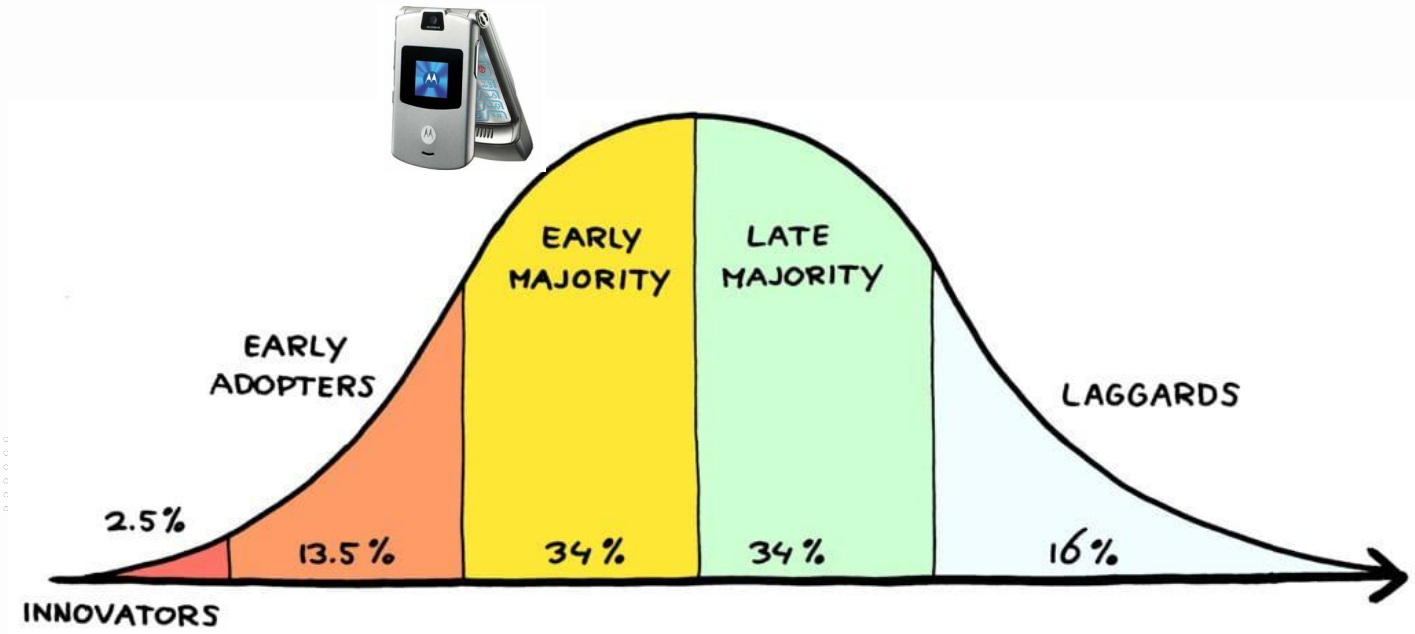

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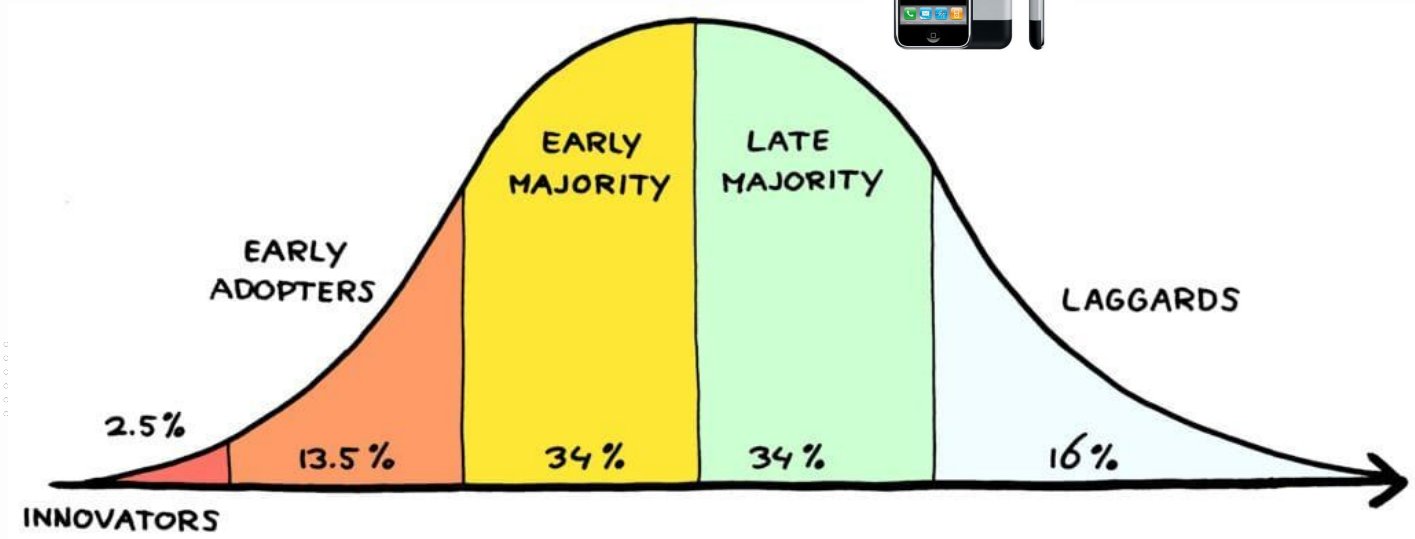

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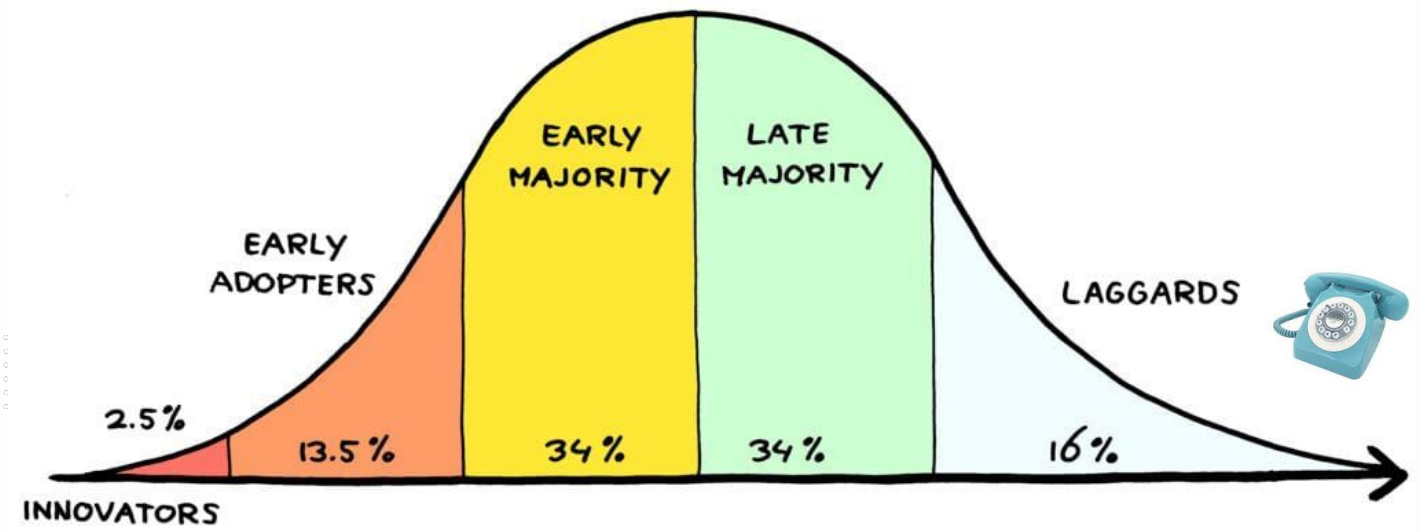
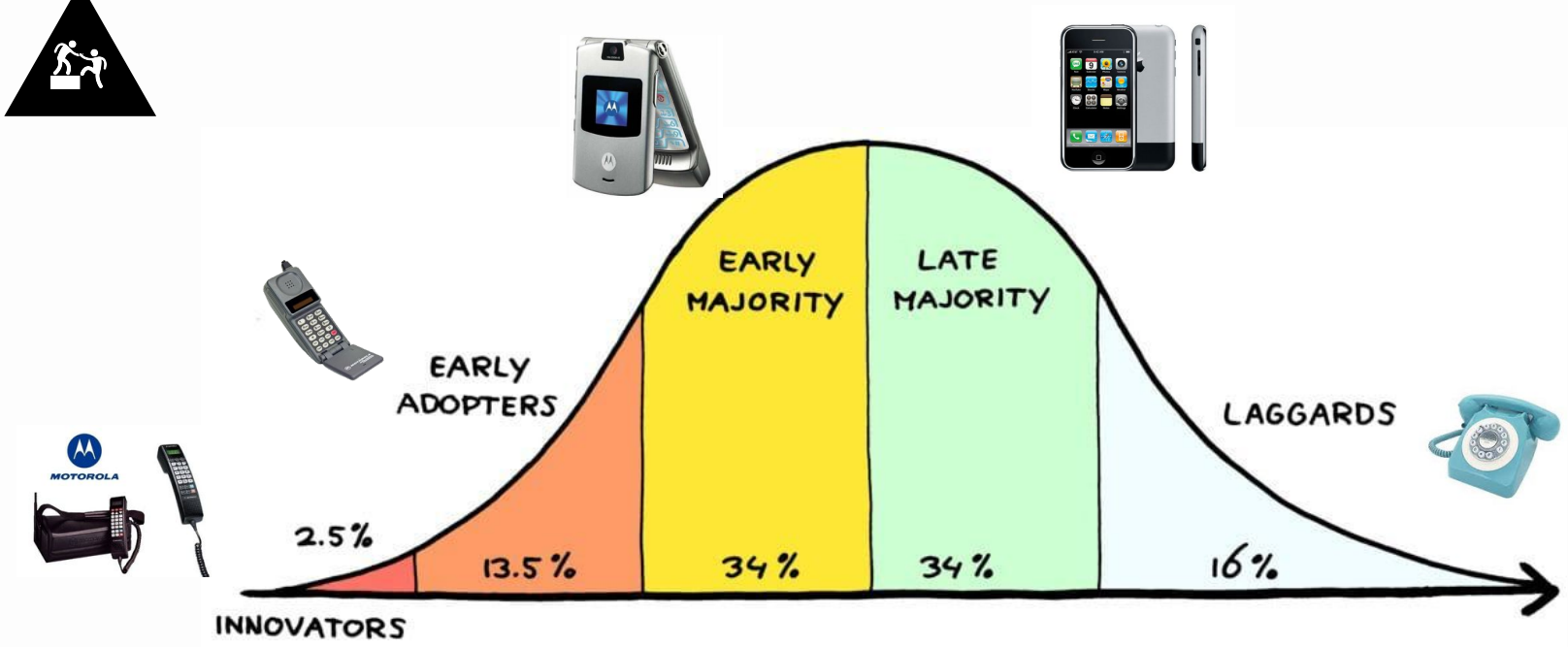


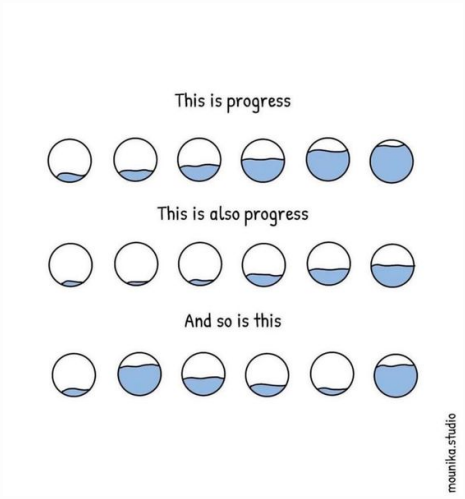
ROGERS' INNOVATION ADOPTION CURVE

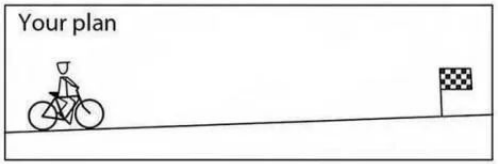
WHERE DO YOUR TEAM MEMBERS FALL ON THE CURVE?

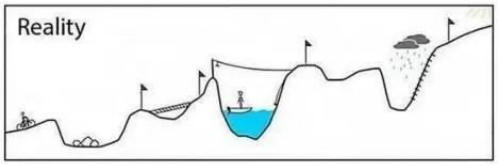


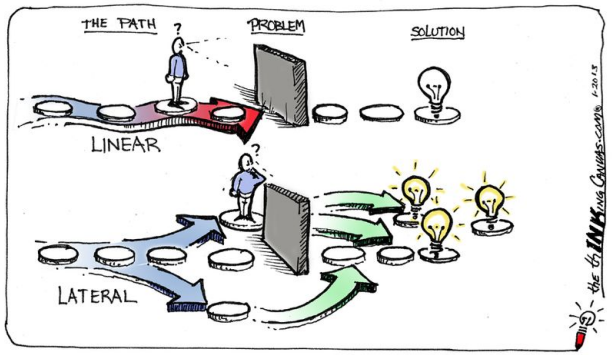
ROGERS' INNOVATION ADOPTION CURVE

PROGRESS ISN'T ALWAYS LINEAR









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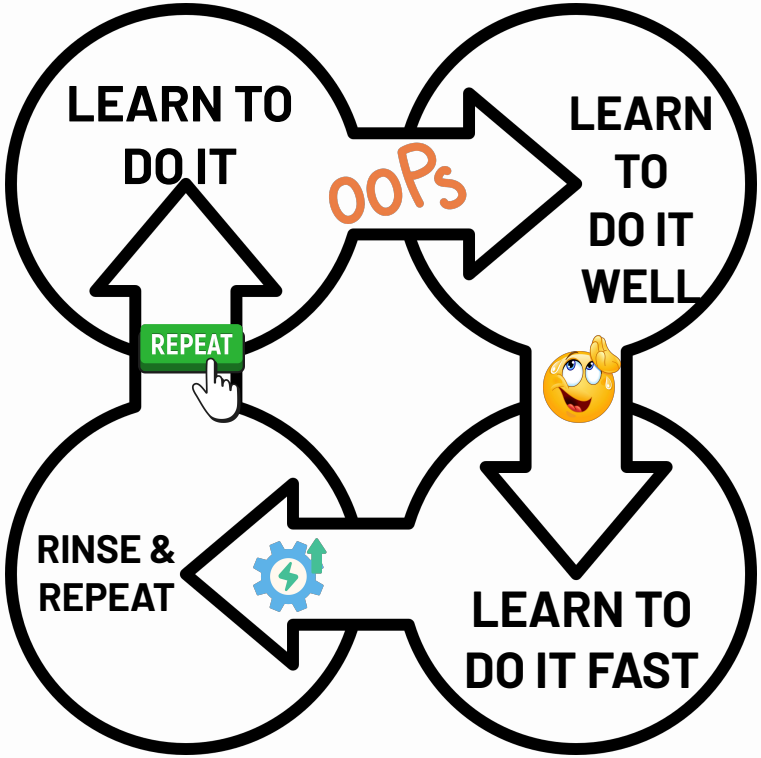
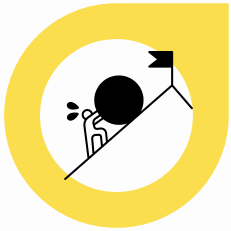


OPEN DISCUSSION

Successes

Asks & offers (of & to each other)

Challenges



Clarification (from me)

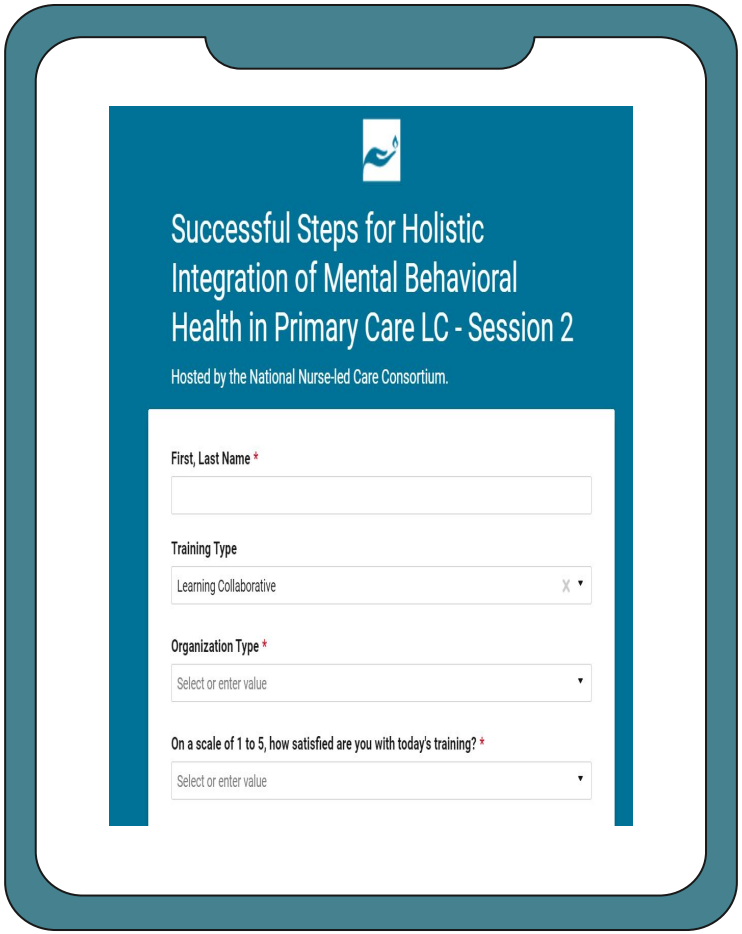
DISCUSSION

QUESTIONS

COMMENTS

Resources

Evaluation Survey



Access T/TA Resources

HEALTH CENTER RESOURCE CLEARINGHOUSE

Upcoming Trainings

Future Trainings

- **Enhancing Healthcare Access for Special Populations Through Telehealth and Home Visitation Services- November 14 @ 1 PM EST**
- **Title:** *Leadership and Successful Implementation*

Session 2 will focus on enhancing understanding of integrated care models and aspects of gaining leadership support for successful implementation. Leadership endorsement is critical for the successful implementation of integrated care methods. Participants will engage in discussions centered around strategies to gain leadership buy-in. Case analyses and group exercises will empower attendees to identify key motivators for leaders and tailor their approach to effectively communicate the benefits of integrated care, thereby securing the necessary support.

Registration: https://uso2web.zoom.us/webinar/register/WN_Sa-mTgAMTYKywm9ERUq7y9#/registration

https://nurseledcare.phmc.org/training/webinars.html

Thank You!

If you have any further questions or concerns please reach out to Fatima Smith fasmith@phmc.org.